

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

LWD1037 – WORKPLACE DISCOURSE

(All sections)

29 MAY 2017

9:00 a.m. – 11:00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet.

SECTION A: STRUCTURED QUESTIONS [25 MARKS]**Instruction: Answer all questions.****Question 1**

- (a) What is workplace discourse and how is it different from institutional, professional and business discourse? (4 marks)
- (b) Describe 'communities of practice' (Wenger, 1998) and 'discourse communities' (Swales, 1990). (6 marks)

Question 2

- (a) What does it mean by English as a lingua franca (Firth, 1996)? (3 marks)
- (b) List and explain two common characteristics of Business English as a Lingua Franca (BELF). (12 marks)

SECTION B: ANALYSIS QUESTIONS [25 MARKS]**Instruction: Answer all questions.****Question 1**

Consider the following excerpt from a conversation among three co-workers.

- | | | |
|----|-------|--|
| 1 | Andy: | Hello there. Fancy meeting both of you here in the pantry. |
| 2 | Jara: | Hi Andy. |
| 3 | Andy: | Heard from Shasha recently? She hasn't written or called in ages. |
| 4 | Lin: | Yeah, she sent me a letter from Bali Indonesia. |
| 5 | Jara: | Bali Indonesia? |
| 6 | Lin: | Oh, maybe it was from Brunei, I can't remember. |
| 7 | Andy: | What's she doin'? |
| 8 | Jara: | No, I know it must've been from Brunei 'cause she was gonna work there all |
| 9 | | year. |
| 10 | Andy: | What's she doin' in Brunei? |
| 11 | Lin: | Why do you want to know? |
| 12 | Andy: | I don't know, I've just been thinking about her. |
| 13 | Lin: | She's on some sort of an exchange program working as a auditing assistant in |
| 14 | | the local legal firm or somethin'. |
| 15 | Andy: | Lucky her. |
| 16 | Lin: | Yeah. Well, I don't know. She said she was tired of working away from home |
| 17 | | and wants to come home. |

- (a) In the conversation above, how many turns does each participant have? (3 marks)
- (b) Define the following terms citing an example of each in the conversation above.
- | | |
|--------------------------|-----------|
| i. adjacency pair | (2 marks) |
| ii. turn-taking signal | (2 marks) |
| iii. claiming the floor | (2 marks) |
| iv. preferred response | (2 marks) |
| v. dispreferred response | (2 marks) |
| vi. repair | (2 marks) |

Continued...

Question 2

Consider the following excerpt from a sales promotion letter.

Dear Sir,

We are expertly aware that international financial managers need to be able to ask the right questions and work in the market place with confidence.

Corporate Treasury Services, Global Bank, now provides a week-long Treasury Training programme designed to develop awareness and confidence in managers. We explain the mechanics of foreign exchange and money markets. We discuss risk from an overall standpoint and practical hedging techniques to manage foreign exchange risks. We also discuss treasury management information systems, taxation and the latest treasury techniques.

We will be holding our next Treasury Training Programme from 24-28 February, inclusive. The fee for the Training Programme will be US\$1,500 per person to include all luncheons and a dinner as indicated in the schedule as well as all course materials.

The programme is both rigorous and flexible. It can be tailored to fit the needs of a whole corporation or just a few levels within the company.

We are pleased to inform you that if your company sponsors 6 or more staff on the course, we will offer you a discount of US\$100 per person.

For your convenience, I enclose a reservation form which should be completed and returned directly to me. If you have any questions or would like to discuss the programme in more detail, please do not hesitate to contact me. (Telephone No. 532 6488 / telex No. 29052).

As the number of participants at each training programme is limited, we would urge you to finalise as soon as possible your plans to participate.

Thank you very much for your kind consideration.

Yours faithfully
Glenda Malek

- (a) Define genre. (3 marks)
(b) Explain the text above in terms of its communicative purpose(s) and generic structure. (7 marks)

End of Paper